MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 3, 2017/ 2018**

## BMK2044 – MARKETING COMMUNICATION

(All sections / Groups)

31 MAY 2018
2.30 pm – 4.30pm
(2 Hours)

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**INSTRUCTIONS TO STUDENTS**

1. This Question paper consists of 2 pages only (including cover page) with 5 Questions only.
2. Answer **ALL** the questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Answer **ALL** the questions.

## QUESTION 1

Consumers experience different forms of problem recognition. Explain any FIVE types of problem recognition and give an example of a purchase of each type.

**(Total 20 marks)**

## QUESTION 2

The series of problems Nike has had with some of its endorsers such as Tiger Wood because of controversies that have arisen in their personal lives. Discuss any FIVE factors that must be considered in using celebrities as a spokesperson or endorser.

**(Total 20 marks)**

## QUESTION 3

Find an example of an ad or campaign that you think reflects the approaches used to develop a major selling idea such as unique selling proposition, brand image, inherent drama, or positioning. Discuss how the major selling idea is used in this ad or campaign.

**(Total 20 marks)**

## QUESTION 4

Direct marketing has been an effective tool for marketers for a long time. Provide any FIVE reasons why direct marketing has been so effective.

**(Total 20 marks)**

## QUESTION 5

What is the difference between a consumer-franchise-building and non-franchise-building promotion? Find an example of a promotional offer you believe contributes to the equity of a brand and explain how it does so.

**(Total 20 marks)**

**End of page.**